

6C  
1314

Supplement  
to the  
TYPEFACE BOOK

Ludlow Typograph Company  
2032 Clybourn Avenue . . . Chicago 14, Illinois

# ***SPECIMENS 8*** ***Of new groups***

72 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 578 points

# ***SALE OF LAND 3*** ***Many big parcels***

60 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 586 points

# ***OPENING PLANTS 12*** ***Buy better equipment***

48 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 463 points

# ***PRINTERS INCREASE 60*** ***Composing room facilities*** ***by providing new methods***

42 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 401 points

# ***DESIGNERS ARE NEEDED 45*** ***For large model home contest*** ***being held during this month***

36 Point Ludlow 28-BCI Tempo Bold Condensed Italic

Length of lower-case alphabet: 345 points

***OPEN SHOW 92***  
***Many will display***  
***new roomy styles***  
***in brighter colors***

30 Point Ludlow 28-BCI Tempo Bold Condensed Italic  
Length of lower-case alphabet: 287 points

***AN ADVERTISER 30***  
***Needs typefaces that***  
***have appeal and will***  
***be pleasing in effect***

24 Point Ludlow 28-BCI Tempo Bold Condensed Italic  
Length of lower-case alphabet: 235 points

***MULTIPLE FORMS ARE 65***  
***Easy to set with this system***  
***of all-slug composition and***  
***helps to build bigger profits***

18 Point Ludlow 28-BCI Tempo Bold Condensed Italic  
Length of lower-case alphabet: 181 points

Characters in Complete Font

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z &  
\$ 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z  
.:,:;- ' '! ? - ( ) [ ] +

Characters listed below are sold separately

G a  
%  
¼ ½ ¾ ⅓ ⅔



**SIXTEEN KILLED IN 30  
Big Railroad Accident  
in Kentucky Thursday  
as Two Trains Collide**

30 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**SPECIAL SALE OF FINE 24  
Irish Linen Handkerchiefs  
Will Begin Next Thursday  
in Reid's Downtown Store**

24 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**MANY LEADING NEWSPAPERS 18  
Have Installed the Ludlow Slug  
System For Setting their News  
and Advertising Display Headings**

18 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**MANY SMALL JOB PRINTERS HAVE 14  
Installed the Ludlow System For Setting  
all of their Job Work thus Enabling them  
to Produce Better Work at Far Less Cost**

14 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**FRESH NEW TYPEFACES ARE AMONG THE MOST 12  
Potent of Tonics for Increasing the Effectiveness  
of Advertising and Printing. They Count for far  
More than Merely so Much Additional Equipment**

12 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

Complete set of Variant Characters

A C E F G  
K M N R S  
U W X Y  
u w x y

**EXHIBIT OF RARE 7  
Books Opens Today**

72 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**MANY ADVERTISERS 7  
Endorse Ludlow Faces**

60 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**LARGE CROWD ATTENDS 48  
Opening of the Yawl Races**

48 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**CITY COUNCIL TO MEET AND 42  
Discuss Plans for the Building  
of a New School Next Monday**

42 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

**X-RAY MACHINE IS DONATED TO 36  
The Avenue Hospital by the Estate of  
the Late Mayor of Essex, J. Vacory**

36 Point Deluxe Variants for Ludlow 6-C Condensed Gothic

# POWERFUL FACE 18 IN A POINTSIZE BIG AND BOLD FOR ADS

96 Point Ludlow 6-FEC Franklin Gothic Extra Condensed (Caps, figures and points only)

# MODERN BUILDING 23 FOR OUR NEWSPAPER PLANT IN LOCAL CITY

84 Point Ludlow 6-FEC Franklin Gothic Extra Condensed (Caps, figures and points only)

These sizes of Ludlow Franklin Gothic Extra Condensed are driven in one and one-quarter inch matrices

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &  
\$ 1 2 3 4 5 6 7 8 9 0 - . : , ; - ' ' ! ?

**ADDITIONS TO 48**  
*Bodoni family that  
is increasing in use  
among newspapers*

30 Point Ludlow 3-BECl Bodoni Campanile Italic  
Length of lower-case alphabet: 260 points

**MODERN METHODS 90**  
*Increase the production  
of composing rooms and  
facilitate the routing of  
work through the plant*

24 Point Ludlow 3-BECl Bodoni Campanile Italic  
Length of lower-case alphabet: 209 points

**COMPOSITORS WILL LEARN 53**  
*To operate the Ludlow within a  
very short time and to produce  
composition for your needs at a  
saving in time that is profitable*

18 Point Ludlow 3-BECl Bodoni Campanile Italic  
Length of lower-case alphabet: 157 points

Characters in Complete Font

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z & \$  
1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z  
. : , ; - ' ' ! ? - ( ) [ ] ·

The per cent mark is sold separately

%

For fractions see fraction specimen page

**AN EXHIBIT OF FINE 53**  
*Books will be opened soon  
in the college library and  
you are invited to attend*

48 Point Ludlow 3-BECl Bodoni Campanile Italic

Length of lower-case alphabet: 406 points

**PUBLISHING HOUSE HAS 72**  
*Large selection of modern and  
distinctive Ludlow typefaces to  
offer the many customers who  
are demanding better printing*

42 Point Ludlow 3-BECl Bodoni Campanile Italic

Length of lower-case alphabet: 352 points

**THIS CONDENSED LETTER FINE 78**  
*For setting newspaper display that  
requires tall and slender designs in  
a narrow measure and this italic is  
ideal for meeting the demands and  
needs in your own composing room*

36 Point Ludlow 3-BECl Bodoni Campanile Italic

Length of lower-case alphabet: 301 points

*COMPOSITION 49*  
*Slug-cast with new*  
*and finer typefaces*

48 Point Ludlow 43-MI Radiant Medium Italic

Length of lower-case alphabet: 546 points

*THIS DESIGN HAS 18*  
*Elegance and grace to*  
*satisfy the fine printer*

42 Point Ludlow 43-MI Radiant Medium Italic

Length of lower-case alphabet: 471 points

*EDITORS OF SCHOOL 35*  
*Papers to hear the famous*  
*North traveler and speaker*

36 Point Ludlow 43-MI Radiant Medium Italic

Length of lower-case alphabet: 399 points

*COLLEGE CHOIR ON TRIP 74*  
*Newspapers acclaim it the best*  
*of those having appeared here*

30 Point Ludlow 43-MI Radiant Medium Italic

Length of lower-case alphabet: 326 points

*ERECT MODERN BUILDING FOR 62*  
*Large hospital on northwest side that*  
*will render service to this community*

24 Point Ludlow 43-MI Radiant Medium Italic

Length of lower-case alphabet: 275 points

*IDEAL FOR HEADS 64*  
*And advertising in the*  
*society pages of today*  
*where an italic is helpful*

18 Point Ludlow 43-MI Radiant Medium Italic  
Length of lower-case alphabet: 211 points

*NEW WONDER DRUGS 39*  
*Help to speed recovery from*  
*many diseases of the young*  
*who otherwise had to suffer*

14 Point Ludlow 43-MI Radiant Medium Italic  
Length of lower-case alphabet: 174 points

*FURNITURE EXHIBIT OPENS 72*  
*Throngs of people visit the show*  
*where information is given about*  
*new patterns for use in the home*

12 Point Ludlow 43-MI Radiant Medium Italic  
Length of lower-case alphabet: 151 points

*INCREASE PRESS CAPACITY BY 86*  
*Casting slug forms in multiple and in*  
*this way increase the production of*  
*all departments in this efficient plant*

10 Point Ludlow 43-MI Radiant Medium Italic  
Length of lower-case alphabet: 128 points

*THE ELROD SLUG AND RULE CASTER IS 59*  
*Constantly helping to supply your compositors*  
*with an abundance of leads, slugs, rule and*  
*base material to help them with daily make-up*

8 Point Ludlow 43-MI Radiant Medium Italic  
Length of lower-case alphabet: 103 points

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

\$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z

. : , ; - ' ! ? ( ) [ ] - ·

The per cent mark is sold separately

%

For fractions see fraction specimen pages



**PUBLISHER TO 57**  
*Increase lineage by  
installing this new  
system in his plant*

18 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 270 points

**SIMPLE IN DESIGN 78**  
*And operation it affords  
easy handling of slugs in  
the make-up of all forms*

14 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 207 points

**BETTER COMPOSITION 90**  
*Is the result of the right type  
being selected for the job to  
be set and that it is legible*

12 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 175 points

**PRINTERS HOLD MEETING 72**  
*In Chicago to discuss their many  
composing room problems which  
come up every day in their plants*

10 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 151 points

**LUDLOW OFFERS A WIDE RANGE OF 65**  
*Typefaces that will be sure to appeal to the  
most discriminating advertising manager  
and buyer of good printing the world over*

8 Point Ludlow 30-MI Karnak Medium Italic  
Length of lower-case alphabet: 116 points

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z & \$ 1 2 3 4 5

6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s t

u v w x y z

. : , ; - ' ! ? ( ) [ ] - \*

The per cent mark is sold separately

%

For fractions see fraction specimen pages

**BIG SHOPS 28**  
*Giving quicker  
service on jobs*

48 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 735 points

**FOR PROFITS 19**  
*Advertising must  
be forceful today*

42 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 625 points

**SIX DESIGNERS 26**  
*Meeting to view late  
styles in furnishings*

36 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 535 points

**THIS SERIES IN BIG 35**  
*Demand for display lines  
requiring a modern italic*

30 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 445 points

**ALL-SLUG COMPOSITION 81**  
*Provides many advantages in  
make-up that help production*

24 Point Ludlow 30-MI Karnak Medium Italic

Length of lower-case alphabet: 365 points



TEMPO BOLD ITALIC

**BIGGER 48**  
**Space gains**

72 Point Ludlow 28-BI Tempo Bold Italic

Length of lower-case alphabet: 671 points

**MEETINGS 10**  
**In art building**

60 Point Ludlow 28-BI Tempo Bold Italic

Length of lower-case alphabet: 711 points

TEMPO HEAVY CONDENSED

**PUBLISHERS ADOPTING THE LUDLOW 49**  
**Will find it an invaluable asset for the mass**  
**production of all their news and advertising**

10 Point Ludlow 28-HC Tempo Heavy Condensed  
Length of lower-case alphabet: 110 points

RADIANT BOLD

**BOLD FACE IN SMALLER SIZES MAKE THIS 90**  
**Design popular with advertisers and printers**  
**whose requirements need a complete range**

8 Point Ludlow 43-B Radiant Bold  
Length of lower-case alphabet: 110 points

**THE LUDLOW RADIANT TYPEFACE FAMILY IS NEW 27**  
**And original in design. The basic idea for this face**  
**is sans serif with thick and thin strokes for variety**

6 Point Ludlow 43-B Radiant Bold  
Length of lower-case alphabet: 93 points

Ludlow 28-MI Tempo Medium Italic

VARIANTS

M N U V W  
a d h i l m n t u v w y

The above characters are available in all  
sizes from 8 to 48 point inclusive

RADIANT BOLD CONDENSED ITALIC

**THIS MEMBER OF THE RADIANT 18**  
**Family provides the printer with a**  
**useful and narrow italic typeface**  
**that is both legible and appealing**

36 Point Ludlow 43-BCI Radiant Bold Condensed Italic

Length of lower-case alphabet: 507 points

RADIANT BOLD CONDENSED ITALIC

**MODERN FABRICS 29**  
**Do much to brighten**  
**up the interior of our**  
**homes especially the**  
**larger rooms where a**  
**good color is needed**

34 Point Ludlow 43-BCI Radiant Bold Condensed Italic  
Length of lower-case alphabet: 533 points

CASLON LIGHT

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT 24  
Points as this continues a new nation, conceived in liberty, and dedicated to  
the proposition that all men are created equal. Now we are engaged in a great  
and new, testing whether that nation, or any nation so conceived and so  
dedicated, can long endure. We are met on a great battlefield of that war;  
we have come to dedicate a portion of that field as a final resting place for those who

4 Point Ludlow 1-L Caslon Light  
Length of lower-case alphabet: 57 points

These 4-point sizes will set solid when cast with special 4-point mold

SQUARE GOTHIC

FOURSCORE AND SEVEN YEARS AGO OUR FATHERS BROUGHT FORTH 24  
On this continues a new nation, conceived in liberty, and dedicated to the  
proposition that all men are created equal. Now we are engaged in a great  
and new, testing whether that nation, or any nation so conceived and so  
dedicated, can long endure. We are met on a great battlefield of that war;  
we have come to dedicate a portion of that field as a final resting place for

4 Point Ludlow 6-2S Square Gothic  
Length of lower-case alphabet: 58 points

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 24-L GARAMOND

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 24-LI GARAMOND ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 24-B GARAMOND BOLD

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 24-BI GARAMOND BOLD ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
72 pt.	60 pt.	48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.

## LUDLOW 43-MI RADIANT MEDIUM ITALIC

$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$	$\frac{3}{4}$
48 Point	42 Point	36 Point	30 Point	24 Point	18 Point

## LUDLOW 3-B BODONI BOLD

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Bodoni Bold fractions see page 213]	

## LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Tempo Heavy Condensed fractions see page 212]	

## LUDLOW 3-BI BODONI BOLD ITALIC

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[Also available from 18 to 48 point inclusive]	

## LUDLOW 28-HI TEMPO HEAVY ITALIC

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point

## LUDLOW 3-H BODONI BLACK

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Bodoni Black fractions see page 213]	

## LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$	$\frac{3}{4}$
72 Point	60 Point
[For additional Tempo Heavy fractions see pages 212 and 218]	

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL AND EN-SET FRACTIONS

## LUDLOW 30-MI KARNAK MEDIUM ITALIC

**$\frac{3}{4}$**   
48 Point

**$\frac{3}{4}$**   
42 Point

**$\frac{3}{4}$**   
36 Point

**$\frac{3}{4}$**   
30 Point

**$\frac{3}{4}$**   
24 Point

**$\frac{3}{4}$**   
18 Point

## LUDLOW 30-M KARNAK MEDIUM

**$\frac{3}{4}$**   
72 Point

**$\frac{3}{4}$**   
60 Point

[For additional Karnak Medium fractions see page 211]

## LUDLOW 30-H KARNAK BLACK

**$\frac{3}{4}$**   
72 Point

**$\frac{3}{4}$**   
60 Point

[For additional Karnak Black fractions see page 211]

## LUDLOW 3-M BODONI MODERN

**$\frac{3}{4}$**   
48 pt.

**$\frac{3}{4}$**   
42 pt.

**$\frac{3}{4}$**   
36 pt.

**$\frac{3}{4}$**   
30 pt.

**$\frac{3}{4}$**   
24 pt.

**$\frac{3}{4}$**   
18 pt.

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

**$\frac{3}{4}$**   
72 Point

**$\frac{3}{4}$**   
60 Point

[For additional Medium Condensed Gothic fractions see page 213]

## LUDLOW 28-B TEMPO BOLD EN-SET FRACTIONS

**$\frac{3}{4}$**   
72 pt.

**$\frac{3}{4}$**   
60 pt.

**$\frac{3}{4}$**   
48 pt.

**$\frac{3}{4}$**   
42 pt.

**$\frac{3}{4}$**   
36 pt.

**$\frac{3}{4}$**   
30 pt.

**$\frac{3}{4}$**   
24 pt.

**$\frac{3}{4}$**   
18 pt.

**$\frac{3}{4}$**   
14 pt.

**$\frac{3}{4}$**   
12 pt.

**$\frac{3}{4}$**   
10 pt.

**$\frac{3}{4}$**   
8 pt.

**$\frac{3}{4}$**   
6 pt.

## LUDLOW 28-H TEMPO HEAVY EN-SET FRACTIONS

**$\frac{3}{4}$**   
72 pt.

**$\frac{3}{4}$**   
60 pt.

**$\frac{3}{4}$**   
48 pt.

**$\frac{3}{4}$**   
42 pt.

**$\frac{3}{4}$**   
36 pt.

**$\frac{3}{4}$**   
30 pt.

**$\frac{3}{4}$**   
24 pt.

**$\frac{3}{4}$**   
18 pt.

**$\frac{3}{4}$**   
14 pt.

**$\frac{3}{4}$**   
12 pt.

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

**$\frac{1}{5}$**   
72 Point

**$\frac{1}{5}$**   
60 Point

**$\frac{1}{5}$**   
48 Point

**$\frac{1}{5}$**   
42 Point

**$\frac{1}{5}$**   
36 Point

**$\frac{1}{5}$**   
30 Point

**$\frac{1}{5}$**   
24 Point

**$\frac{1}{5}$**   
18 Point

**$\frac{4}{5}$**   
72 Point

**$\frac{4}{5}$**   
60 Point

**$\frac{4}{5}$**   
48 Point

**$\frac{4}{5}$**   
42 Point

**$\frac{4}{5}$**   
36 Point

**$\frac{4}{5}$**   
30 Point

**$\frac{4}{5}$**   
24 Point

**$\frac{4}{5}$**   
18 Point

## LUDLOW EN-SET BOLD FRACTIONS

**$\frac{3}{4}$**   
72 Point

**$\frac{3}{4}$**   
60 Point

[For additional En-set bold fractions see page 217]

## LUDLOW EN-SET LIGHT FRACTIONS

**$\frac{3}{4}$**   
72 Point

**$\frac{3}{4}$**   
60 Point

[For additional En-set light fractions see page 217]

